



MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism is Important Business

- Ø **Tourism is one of Montana's leading and fastest growing industries.**
- Ø **10.7 million visitors spent over \$3 billion** in 2007 which is new money for Montana's economy. (In 2006, Montana received \$2.9 billion in non-resident expenditures.)
- Ø 10.7 million visitors means **11 new customers per Montana resident for Main Street businesses.**
- Ø **\$2.2 billion of that total spending in 2007 went to retail items** like food, gas, clothes, gifts, sporting goods and other products -- that translates to \$0.75 of every visitor dollar being spent in our local communities.

Tourism is Big Business

- Ø Visitor spending **generated \$235 million in state and local tax revenue** in 2007.
- Ø Without tourism tax revenue, it is estimated that each Montana household (avg. 2.5 ppl) would have to pay **\$631 in additional local and state taxes.** *(total tax revenue / total households)*

Tourism is Our Business

- Ø Tourism and recreation businesses **support 44,830 Montana jobs.**
- Ø Visitor spending **provided \$888 million in worker salaries.**
- Ø Some of our **Partners** in the **Tourism Industry** include:
 - § Hotels, motels, bed & breakfasts and dude ranches
 - § Restaurants and bars
 - § Outfitters and guides
 - § Ski resorts and private travel attractions
 - § Museums and cultural facilities
 - § Private and public campgrounds
 - § Farmers and ranchers
 - § Gas station and convenience store owners
 - § Transportation companies
 - § Retail shops
 - § State and federal agencies
- Ø Montana's 2008-2012 Tourism & Recreation Strategic Plan incorporates input received from Montana citizens, businesses and organization representatives (including private, public, tribal, nonprofit), totaling over **1,200+ Montanans.**



*Tourism is in the **Advertising Business***

- Ø The 2004 Travel Montana advertising campaign **influenced nearly ½ million visitors** to visit Montana **who then spent \$70 million** while here. (Another 5 million intended to travel to Montana the following year.)
- Ø The campaign generated **\$4.9 million in additional tax revenues** to the state.
- Ø In 2004, the state garnered **\$50 in increased traveler spending** for every \$1 spent on promotion.
- Ø Every bed tax dollar invested in promoting Montana yielded **\$3.50 in state and local taxes**. Out of this \$3.50, **\$2.12 is returned** directly to the **state's general fund**.

*Tourism is a **Competitive Business***

- Ø Montana is losing its competitive advantage in tourism marketing and advertising.
- Ø In 1993, Montana ranked 15th in the nation in state tourism promotion budgets. By 2007, Montana slipped to 31st place.
- Ø Montana's travel promotion budget is 38% lower than the national state average.
- Ø Media costs increased 97% from 1997 to 2005, while Montana's ad budget increased only 23%.
- Ø Additional funding to enhance tourism marketing efforts would result in increased visitor spending which in turn increases income, property and corporate tax collections.



Figures compiled using data included in ITRR's *The Economic Review of the Travel Industry in Montana – 2006 Biennial Edition*, ITRR's *2007 Montana Nonresident Economic Impacts & Expenditures*, *Montana Tourism & Recreation Strategic Plan 2008-2012*; Longwoods International: *Montana's 2004 Advertising Accountability Study*; *Montana Census and Economic Information Center* and Susan Ockert, *Economist, Montana Department of Commerce*.

Updated June 2008